



LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH  
550 S. VERMONT AVE., LOS ANGELES, CA 90020 HTTP://DMH.LACOUNTY.GOV



MARVIN J. SOUTHARD, D.S.W.  
Director

ROBIN KAY, Ph.D.  
Chief Deputy Director

RODERICK SHANER, M.D.  
Medical Director

June 24, 2015

TO: Each Supervisor

FROM: Marvin J. Southard, D.S.W.  
Director

SUBJECT: **ADVANCE NOTIFICATION OF INTENT TO EXECUTE A MASTER AGREEMENT WORK ORDER WITH FRASER/WHITE, INC., FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE PROFILES OF HOPE MEDIA CAMPAIGN**

This memorandum is to notify your Board of the Department of Mental Health's (DMH) intent to exercise the delegated authority granted by your Board to the Director of Mental Health (Director), or his designee, to execute a Master Agreement Work Order (MAWO) with Fraser/White, Inc., dba Fraser Communications (Fraser) for the development and implementation of the Profiles of Hope media campaign.

### **Media Services Master Agreement**

On April 9, 2013, your Board adopted a joint Board letter which delegates authority to the Department of Public Health (DPH) and DMH Directors, or their designees, to execute Master Agreements for the provision of media services to qualified agencies that submit a Statement of Qualifications in response to a Request for a Statement of Qualifications solicitation.

The Board letter also delegates authority to the DPH and DMH Directors, or their designees, to execute MAWOs under the Media Services Master Agreement.

### **Request for Services Solicitation**

On August 27, 2014, DMH released a Request for Services (RFS) solicitation to identify qualified agencies on the DPH and DMH Media Services Master Agreement list. Five agencies responded to the solicitation and were evaluated using the Profiles of Hope RFS specific standardized evaluation tool and an informed average process to arrive at a final score. Fraser was awarded the highest scores.

All the proposers were sent non-awardee notices along with instructions on how to appeal the solicitation results. While one agency requested and attended a solicitation debriefing, DMH did not receive any appeals against the award determination.

**Master Agreement Work Order**

One of the criteria for executing Media Services MAWOs with an annual amount between \$400,000 and \$699,999 is that upon approval from County Counsel, DMH provides two weeks advance written notice to your Board and, unless otherwise instructed by your Board within two weeks, execute the MAWO. The MAWO with Fraser has been approved as to form by County Counsel and it will be in the amount of \$500,000 for Fiscal Year 2015-16.

If you have any questions or concerns, please contact me, or your staff may contact Richard Kushi, Chief, Contracts Development and Administration, at (213) 738-4684.

MJS:RK:RK:BB:gt

c:     Acting Executive Officer, Board of Supervisors  
        Interim Chief Executive Officer  
        Interim County Counsel  
        Mental Health Deputies  
        Kimberly Nall  
        Dennis Murata, M.S.W.  
        Richard Kushi